

Dear Chairman Hundt & Commissioners:  
RE:CS Docket # 97-55, FCC 97-34

I am writing on behalf of the National PTAC and the Lorena Ave. PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices.

themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include parents;

- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely

Cheryl Beasley  
130 Harnett Dr  
Wood River Il.  
62095

(618) 251-4172

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

As concerned parents and on the behalf of the National and Edwards Combined PTA's, we are writing to register our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. Although we applaud the decision to implement a rating system, we are dissatisfied because a single rating symbol on the TV screen does not provide sufficient information. In fact, major studies conducted by the National PTA, *U.S. News and World Report*, and the Media Studies Center/Roper confirm our own convictions that we desire a rating system which provides specific information about program content. Given such a system, parents can make their own choices about what is best for their children rather than relying on the TV industry. A truly useful rating system must contain content descriptions on the screen and in periodicals that carry TV scheduling. Because the current system does not follow these guidelines, we cannot endorse it.

The law requires the FCC to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. For several reasons, we do not believe the current system does so; therefore, we ask that the FCC not approve the industry rating system. Instead, we request the following:

That the FCC approve a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language). The current industry rating system does not meet these criteria;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Monica A. Shanks  
Stephanie Johnson  
Melody Aue  
Nathan Washburn  
Marsha Lawler  
John Freeman-Dinner

f Cornell

Sincerely,  
Michelle Stutz - President  
Edwards PTA  
Eraine Smith

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March 22, 1997

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing in behalf of children everywhere, to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. I feel the Rating symbol on the TV screen does not provide enough content information so that parents can decide what is appropriate for their children to watch. All the parents I have talked to about this want a rating system that gives more information about the content of the programs, so they can choose what they feel is best for their children. Parents don't want the TV industry to interpret what is appropriate for their children.

The FCC is required by law to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I don't feel like this system does so and ask that the FCC please not approve the

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industry rating system. Please approve of a rating system that gives detailed content information about programs such as - whether it contains violence, nudity, bad language, etc.

It would be helpful if the FCC required a V-chip band broad enough that would allow parents to receive more than one rating system.

Also if the rating board was independent of the industry and the FCC and that include parents and was evaluated by independent research it would be great.

Thank you for this opportunity to comment on this important issue.

sincerely,

Ludda Sorenson

Ludda Sorenson

3356 N. 700 W.

Pleasant View, UT 84414